

Utah Office of Tourism Board Meeting

Capitol Complex West Building
Room 020

November 4, 2005
10:00 a.m.

Present

Board Members

Kim McClelland
Bob Bonar
Steve Burr
Georgianna Knudson
Camille Cain

Colin Fryer
Steve Lindburg
Shelleice Stokes
Hans Fuegi
Mona Given

Staff

Leigh von der Esch
Mike Deaver
Elaine Watts

Stacey Clark
Patti Denny
Dave Williams

Guests

Red Oelerich
Brad Smith
Nathan Rafferty
Scott Beck
Connie Marshall
Mary Tullius
Christopher Newton
Laurie Browne
Bob Farrington
Brent Gardner
Mike Gorrell
Rick Maw
Nan Anderson

Organization

Outdoor Utah
Foremost West
Ski Utah
SLCVB
Alta Resort
Utah State Parks
Zion Ponderosa/U of U
Excels/U of U
Downtown Alliance
Utah Association of Counties
Salt Lake Tribune
Utah.com
UTIC

Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance. He asked those in the room to introduce themselves.

Minutes

Kim asked if the board had read the minutes of the October 7 meeting and if there was a motion to amend or approve them. Shelleice made a motion to approve them as written. The motion was seconded by Steve Lindburg and carried unanimously.

Marketing Planning

Mike Deaver introduced Mark Hurst from W Communications. Mark did a Power Point Presentation on the branding development. He stated, "Brand is a contract we make with the consumer."

Mike commented that W Communications will make a presentation to the board of the preliminary version of the branding.

Several of the board members noted that they liked the ‘elevate’ concept that was shown today.

Mike reported that they have shown the concept to the Governor, Chris Roybal, and Mike Mower and they are pleased with the direction we are going. Leigh stated that we will also be incorporating some of the cultural and heritage icons into the branding as well as State Parks.

Marketing Committee Report

Shelleice reported that the Marketing Committee had seen the branding presentation during their committee meeting and that they liked the concept. She stated that she would like to see more photos with people in them doing a wide range of activities that are available in Utah as well as buildings that are Utah icons such as the Cathedral of the Madeleine, Temple Square, etc. These photos would highlight the unique nature of Utah and what we can offer visitors. Colin remarked that the photos need to unequivocally convey the message that it is Utah and not be confused with any other state.

Legislative Committee Report

Steve Burr stated that the Legislative Committee discussed the article that appeared in the newspaper recently stating that Utah was 36th in the nation in tourism spending. They were concerned about the source of the data that the article was based on. The committee wants to ensure that Dave Williams has the resources and the support that he needs so that we have accurate data to track the ROI. Leigh reported that she has tripled his budget and we have an RFP out right now to get a contract in place so that we can track Utah’s image as well as other trends. Proper research will be critical as we measure our performance and report it to the legislature.

Dave commented that we belong to organizations like TIA, which has their own research programs, and we also use D.K. Shifflet and have used a state economist in the past. Each of these entities has provided estimates of traveler spending in the past. Each estimate says the total size of the spending “pie” is different, but they have all basically shown the same trends in Utah’s traveler spending figures. The information reported in the newspaper came from the latest TIA research about the economic impact of traveler spending in each state.

Shelleice suggested that we identify 10-12 events and track their numbers for this year and next year and compare them.

Kim asked Dave to work with the GOED staff to make sure that we have good data.

Kim reported that the Tourism Task Force has completed their work and will make a report to the Work Force Services and Economic Development Interim Committee on November 9. The Task Force has agreed to appoint a task force to study private versus public facilities hosting events such as wedding receptions. They will also draft legislation to change the current restaurant code and will ask for an audit of the TRCC funds. They will also send a letter to this board asking us to work closely with State Parks regarding our advertising.

Steve Burr distributed copies of a Proposed Policy for Conflict of Interest issues. There were four suggested actions that a person who had a conflict of interest could employ:

1. Oral disclosure of the conflict before discussion and then participate in the discussion and the vote.
2. Oral disclosure of the conflict before discussion and then participate in the discussion but not the vote.
3. Oral disclosure of the conflict at the beginning of the discussion with no participation in discussion or the vote.
4. Oral disclosure of the conflict and physically withdrawing from the meeting when an action is being discussed and voted upon.

MOTION: Colin made a motion that the board adopt number 2 above, which is in the State of Utah Handbook for Board Members, for any conflict of interest issues that may arise. The motion was seconded by Camille and carried unanimously.

Co-op Marketing Application Discussion

Hans thanked the committee members for the time and effort they put into reviewing the 39 co-op applications. He proposed that in the future, members of this board not be a signatory on any applications.

MOTION: Steve Lindburg made a motion that Utah Office of Tourism Board Members not sign future applications for co-op funds. The motion was seconded by Colin and carried unanimously.

Hans narrated a Power Point Presentation that the Co-op Committee put together during their meeting to clarify the process that was used in determining which applications were funded. The highlights of that presentation are:

- Guidelines state not all applications would be funded
- To be eligible for funding, need project rating of 75 points or higher
- Committee members submitted individual grading sheets independently
- Grading sheets were numerically compiled with 1-39 rankings
- 4 out of 4 score sheets with 75 points or higher = 100% funding
- 3 out of 4 score sheets with 75 points or higher = 75% funding
- 2 out of 4 score sheets with 75 points or higher with cumulative average of 75 points or higher = 50% funding
- 3 out of 4 score sheets with 75 points or higher but cumulative average is below 75 points = 50% funding

There was some discussion on the topic of whether CVB's, whose mission is to attract conventions and meetings, should have their budget augmented from the co-op program. Kim asked the staff to forward to the board the future guideline questions for further discussion at the next board meeting. Kim also made the comment that at some point we need to trust the process. Steve Lindburg stressed that one of the goals of this program is to demonstrate that there is growth as a result of the seed money that the legislature has appropriated to us.

MOTION: There was a motion by Steve Burr, seconded by Steve Lindburg, to fund the applications as follows:

Entity	Requested Amount	Amount Received	Percent
Deaflympics	\$100,000	\$100,000	100
Ski Utah	\$ 94,271	\$ 94,271	100
Moab Music Festival	\$ 6,007	\$ 6,007	100
Heber Railroad	\$ 10,000	\$ 10,000	100
Salt Lake CVB-Ski Salt Lake	\$ 75,000	\$ 75,000	100
Moab CVB	\$100,000	\$100,000	100
Alta	\$ 5,000	\$ 5,000	100
Heber Valley C of C-Golf Wasatch	\$ 20,000	\$ 20,000	100
Heber Valley C of C – Snowmobiling	\$ 10,000	\$ 10,000	100
SL Airport/Park City	\$150,000	\$112,500	75
Garfield County	\$ 89,778	\$ 67,334	75
Park City Jazz Foundation	\$ 34,000	\$ 25,500	75
Ogden-Weber CVB	\$ 15,000	\$ 11,250	75
Kimball Arts	\$ 26,250	\$ 19,688	75
Sevier County CVB	\$ 25,000	\$ 18,750	75
American West Heritage	\$ 66,122	\$ 49,592	75
Cache Valley CVB	\$ 19,803	\$ 14,852	75
Wayne County	\$ 10,705	\$ 8,029	75
Union Station	\$ 17,500	\$ 8,750	50
Zion and Bryce	\$ 67,000	\$ 33,500	50
Total amount recommended for funding		\$790,023	

The amount remaining of the \$1 million allocated for the first funding cycle would be \$209,977.

The motion carried unanimously, with Shelleice abstaining on the Ogden-Weber CVB, Hans from the Park City Jazz Foundation, and Colin from the Moab CVB.

The next round of applications will be due December 1 for consideration by the full board at the December 9 meeting.

There was some discussion as to how the applicants will be notified about the results of their application. It was decided that they will receive a letter accompanied by a score sheet with the cumulative average of their scores and a copy of the power point presentation that was prepared during the co-op subcommittee meeting that explains the methodology behind the scoring.

Future Meetings

The next meeting will be held at the Hilton Hotel on December 9 at 10 a.m. followed by the Film Commission Commercial Contest luncheon.

MOTION: Mona made a motion to adjourn, seconded by Camille. It carried unanimously and the meeting adjourned at 12:30 p.m.

